

WaterSense® Partner Logo Use Guidelines

What is the WaterSense partner logo?

The WaterSense partner logo signifies an organization's or individual's commitment to promoting water efficiency, demonstrated by a signed partnership agreement between that organization and the U.S. Environmental Protection Agency (EPA). The partner logo in no way signifies that an organization's product or program is WaterSense labeled, rather it does signify an organization's (or an individual's) commitment to work with the EPA to advance the goals of the program.

What does the WaterSense partner logo look like?

The WaterSense partner logo consists of the WaterSense program logo with the word "PARTNER" underneath the lower right corner in Rotis Semi Serif - 65 font. The logo may be printed in black, grayscale, or Pantone 641 (blue) / 364 (green), no smaller than 30 percent of the original size, or approximately 1.25" x 0.75". The logo should not be distorted or altered in any way.



Are there any prerequisites for using the WaterSense partner logo?

Any organization or individual that wishes to use the WaterSense partner logo must be a WaterSense program partner in good standing. The partner must have in place a signed, current WaterSense partnership agreement. The partner organization must adhere to each of the conditions of that agreement, including actively promoting water efficiency and/or producing products that are independently tested to determine if they meet the WaterSense efficiency and performance criteria.

In addition, individuals who have been certified through a WaterSense labeled professional certification program and who are committed to advancing the goals of the WaterSense program may sign a partnership agreement and use the WaterSense partner logo.

Where can I use the WaterSense partner logo?

The WaterSense partner logo can be used on many different documents:

- Partner Web sites, promotional materials, and exhibit booths.*
- On letterhead, business cards, and external correspondence.
- Internal communications, posters, flyers, and brochures to educate/update employees, consumers, and customers about the WaterSense program and water efficiency.
- In advertisements (e.g., trade press, consumer magazines, yellow pages, television spots) to promote the partner's commitment to the program.*

*For individual certified professional partners (e.g. irrigation professionals), the logo must be associated with the individual's name, not the company name.

Is there anywhere I may **NOT** use the WaterSense partner logo?

Partners may not use the WaterSense partner logo in any way that implies EPA endorses a product, program, individual, service, or organization. For example, the partner logo may not be placed next to the name or picture of a specific product.

The logo may not be used to imply that a product or service is water-efficient or meets the criteria set forth by EPA's WaterSense program. Do not use the partner logo on specification sheets, product Web pages, product advertisements, or other promotions directly for a WaterSense labeled product. Instead, where appropriate, use the WaterSense label.

How are WaterSense partner logo use **violations** handled?

Maintaining the credibility of the WaterSense partner logo depends on enforcing these logo use guidelines. As the program's sponsor, EPA will determine whether uses of the partner logo are appropriate. EPA will contact anyone who misuses the partner logo in writing or by phone. Violators will be given time to correct the error(s) depending on the severity of the violation and the medium in which the violation appeared. Dispute resolution procedures, outlined in the WaterSense Program Guidelines, will go into effect if a correction is not made to EPA's satisfaction.